

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
6 November 2003 (06.11.2003)

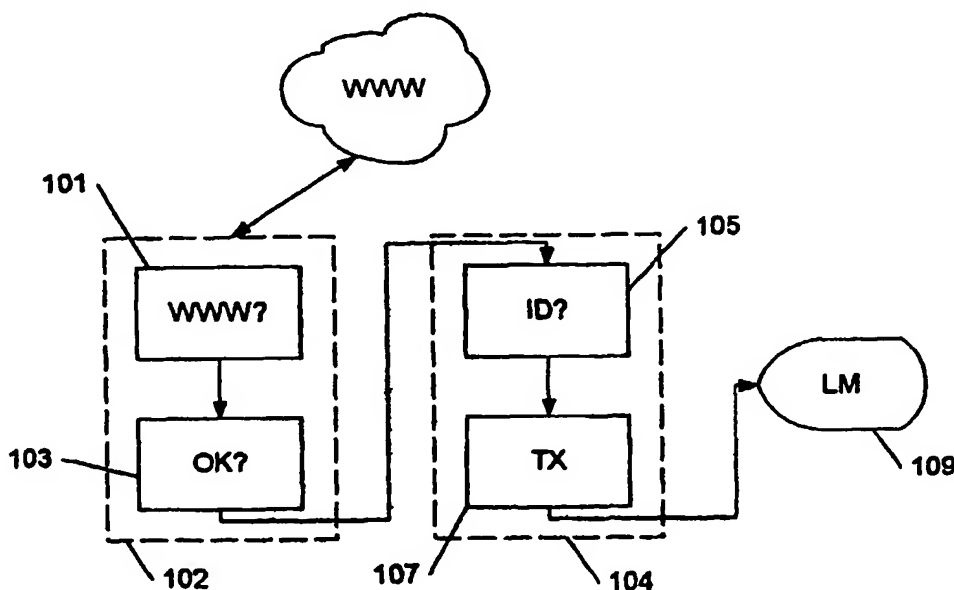
PCT

(10) International Publication Number
WO 03/092199 A2

- (51) International Patent Classification⁷: **H04L**
- (21) International Application Number: **PCT/IB03/01423**
- (22) International Filing Date: **1 April 2003 (01.04.2003)**
- (25) Filing Language: **English**
- (26) Publication Language: **English**
- (30) Priority Data:
02076652.3 **25 April 2002 (25.04.2002)** **EP**
- (71) Applicant (for all designated States except US): **KONINKLIJKE PHILIPS ELECTRONICS N.V. [NL/NL];**
Groenewoudseweg 1, NL-5621 5621 BA Eindhoven (NL).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **LIN, Wei-Cheng**
[—/—]; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). **CHEN, Meng-Cheng** [—/—]; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). **CHEN, Jeng-Chun** [—/—]; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).
- (74) Agent: **GROENENDAAL, Antonius, W., M.;** Internationaal Octrooibureau B.V., Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).
- (81) Designated States (national): **AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.**
- (84) Designated States (regional): **ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).**
- Published:
— without international search report and to be republished upon receipt of that report

[Continued on next page]

(54) Title: **DIFFERENTIATED WEB ADVERTISING SERVICES IN DISPLAY DEVICES**



(57) Abstract: The present invention relates to a method of differentiating specific content in a web page displayed by a display device (109). The method comprises the steps of identifying (105) content in said web page with identification parameters comprised by a predefined set of identification parameters and of transmitting (107) information about said identified content to said display device (109). The display device (109) is adapted for displaying the content according to the information in a way, which differentiates the content from other content in the web page.

WO 03/092199 A2

WO 03/092199 A2



For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.